

Complete Count Committee
City Hall – Conference Room 302A
10 N. Division Street
Tuesday, January 14, 2020
9:00 A.M.

Committee Members Present: Eric Greene, Kyra Wallace, Paulette Porter, Lori Wesner and Jacob Schacht

Committee Members Absent: Commissioner Lynn Ward Gray, Diane Craig, Cindy Kerr, and Kimberly Carter

Others Present: Victoria Houser, City Clerk

Call to Order: The meeting was called to order at 9:03 A.M.

Public Comment: There were none.

Approval of Minutes: A motion was made by Ms. Wallace, supported by Ms. Porter, to approve the October 29, 2019 and December 12, 2019 meeting minutes. All yes, none opposed. Motion approved.

Business

- **Consider Proposed Schedule:** Mr. Schacht proposed meeting twice a month on the second and fourth Tuesdays, alternating meetings from morning and afternoon. A motion was made by Mr. Green, supported by Ms. Wallace, to approve the proposed schedule. All yes, none opposed. Motion approved.
- **Design Thinking Activity:** Mr. Schacht explained the design thinking process, stating the Census Bureau has been considering this process to promote thinking and organization of thoughts, while producing creative ideas. Mr. Schacht noted the activity would focus on empathy to assist the census user.
 - **Challenge Questions:** Mr. Schacht provided some Challenge Question options. The committee members reviewed them and picked one to focus on for ideation.
 - **Ideation:** Committee members brainstormed independently.
 - **Group Sharing:** Committee members shared and discussed their ideas.
 - **Storyboarding:** Mr. Schacht moderated the storyboarding exercise.
 - **Pitch:** Discussed
- **Census Jobs Promotion Options:** 600 people were needed in Calhoun County, noting 300 were already hired. Committee members suggested contacting Cheryl Beard and Ben Damerow at Michigan Works.
- **Updates:** Mr. Schacht discussed the 3 phases of the Census' Paid Media Campaign: Awareness//Education, Motivation/Participation, and finally a reminder to non-responsive residents.

Public Comment: No additional public comment took place.

Board Comments: No additional board comment took place.

Next Meeting: The next meeting will be January 28, 2020 at 4:00 pm at City Hall Room 302A

Adjournment: Mr. Schacht adjourned the meeting at 10:08 am.